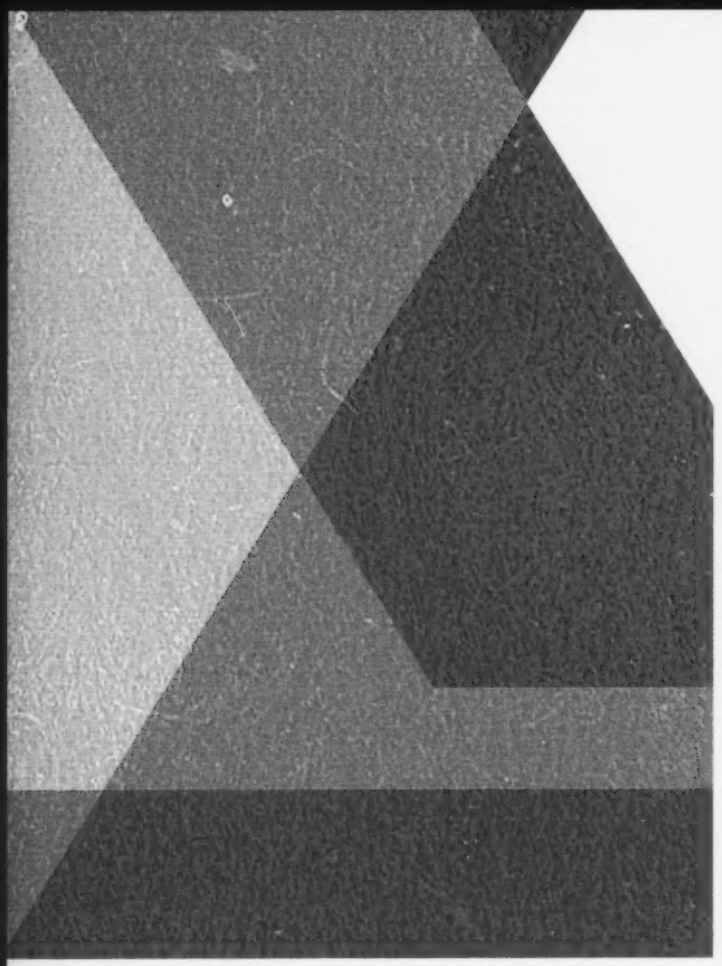

Business Plan

2018–19

Office of Immigration

NOVA SCOTIA

© Crown copyright, Province of Nova Scotia, 2018

Budget 2018–19: Business Plan
March 2018

ISBN: 978-1-55457-821-4

Contents

Message from the Minister 2

Mandate, Vision and Mission 3

- Vision: 3
- Mission: 3
- Mandate: 3
- Core Functions 3

2018-19 Initiatives and Programs 4

- Attraction and Recruitment 4
  - Program Service and Delivery 4
  - External Relations 4
  - Newcomer Attraction 4
- Integration and Retention 4
  - Settlement 4
- Policy Development and Advocacy 5
  - Canada Nova Scotia Immigration Agreement 5
  - Research 5

Performance Measurement 6

Departmental Financial Summary 10

Message from the Minister

I am pleased to present the 2018-19 Business Plan for the Nova Scotia Office of Immigration (NSOI). 2017 was another exciting year for Nova Scotia immigration with more than 4,500 immigrants landing in our province – we also nominated the highest number of immigrants ever through our provincial nominee program.

An evaluation of the Nova Scotia Nominee Program (NSNP) was completed in 2017 and I am pleased to report that the NSNP is achieving its objectives. Most nominees are employed in full-time jobs, are staying here and like the community they are living in. Also, most employers report that the nominees they hired are still working for them and are performing well. Very importantly, the evaluation highlighted the strength of the staff at NSOI. High satisfaction rates were reported by both nominees and employers for their experience working with NSOI staff and with the NSNP application process. Many of the initiatives and programs in this business plan build on the findings and recommendations of the evaluation.

We are fortunate to have a number of immigration options that can be used both by employers, and by individuals who wish to live here. The new Atlantic Immigration Pilot (AIP), launched in 2017, was created to help employers fill their labour gaps with foreign workers and international graduates. We have made progress in introducing and raising awareness of the AIP with employers. To date, 348 employers have been designated, and 312 candidates have been endorsed under the pilot. In 2018-19, we will continue to work with employers, our partners and the federal government, to promote the pilot and help fill persistent labour shortages in our province.

Working closely with the Department of Health and Wellness, we recently launched another immigration option. The new NSNP Physician Stream will help with physician recruitment in the province, providing a streamlined immigration pathway for internationally trained physicians hired by the NSHA and the IWK.

Retaining the immigrants who come here is key to our work. NSOI invests in immigrant settlement services to support integration and retention. In 2018-19, we will continue to support settlement service providers to meet the settlement needs of immigrants throughout the province. As well, we are supporting research to better understand the factors that influence retention.

In 2017, our office promoted immigration to Nova Scotia in a number of international markets. In 2018-19, we will launch a new international marketing brand focused on marketing the province as the destination of choice.

Attracting more newcomers to live and work in Nova Scotia is crucial to population growth, revitalizing our communities, helping employers fill persistent labour gaps, and growing our economy. I look forward to working with you in 2018-19 to further our immigration objectives.

Original signed by
Lena Metlege Diab, Minister

Mandate, Vision and Mission

Vision:

Our vision is a welcoming province that sees greater numbers of immigrants each year and recognizes the important contributions they make to Nova Scotia.

Mission:

To attract, integrate and retain immigrants to the province by taking a lead role in engaging and working with partners to ensure Nova Scotia is well-positioned for growth.

Mandate:

In order to achieve the vision and mission, the Nova Scotia Office of Immigration (NSOI) will work to:

- Market the Province as an attractive immigration destination and promote all immigration pathways to Nova Scotia;
- Select immigrants through the Nova Scotia Nominee Program who fulfil a labour market need and who will make a contribution to Nova Scotia's economy;
- Strengthen immigration and settlement planning, policy and programming in the Province in order to encourage integration and retention; and
- Promote welcoming communities, including raising awareness and understanding of immigration and diversity issues.

Core Functions

- Attraction and recruitment of immigrants to Nova Scotia
- Support the integration and retention of immigrants and their families in Nova Scotia
- Lead and advocate for immigration policy, leverage partners to advance provincial immigration priorities.

2018-19 Initiatives and Programs

In 2018-19, the Nova Scotia Office of Immigration will undertake a number of initiatives to support the core functions of the Office.

Attraction and Recruitment

Program Service and Delivery

In 2018-19, NSOI will continue to work with government partners including Service Nova Scotia and Internal Services on opportunities to be innovative in our program delivery and in the service provided to clients and stakeholders.

External Relations

Engaging with employers and other immigration stakeholders is an important component of our work for all immigration programs at NSOI. In 2018-19, NSOI will continue with enhanced efforts to communicate with as many employers and immigration stakeholders as possible about immigration. Activities will be coordinated to ensure all regions of Nova Scotia, as well as key sectors, post-secondary institutions and francophone stakeholders are engaged and aware of immigration pathways and resources.

Newcomer Attraction

In 2018-19, NSOI will launch an international marketing brand that will focus on enhancing our international recruitment efforts and marketing the province as the destination of choice. NSOI will continue to work with employers to support their efforts to fill labour gaps. NSOI will also continue to work closely with the Office of Acadian Affairs and Francophonie, on francophone immigration.

Integration and Retention

Settlement

In 2018-19, NSOI will implement two-year agreements with Settlement Service Provider Organizations (SPOs) for provision of settlement programming across the province. Access to settlement services and programming is key to supporting the retention of immigrants in the province. Settlement programming includes language training, employment bridging and readiness programs, employer liaison, labour market information, business start-up and development support, and welcoming communities programs.

Policy Development and Advocacy

Canada Nova Scotia Immigration Agreement

In 2018-19, NSOI and Immigration, Refugees and Citizenship Canada (IRCC) will complete a review of the Agreement for Canada Nova Scotia Cooperation on Immigration in preparation for renegotiation of the Agreement and its supporting Annexes (Provincial Nominee Program Annex and Temporary Foreign Worker Program Annex).

Research

NSOI works with partners to support research to inform immigration and settlement programming and services. In 2018-19, the province is supporting research that examines why immigrants come to NS, why immigrants stay here and why they leave.

Performance Measurement

Outcome	Measure	Base Year	Annual Target: 2018	Trends - Subsequent year data	Strategic Actions
Immigration activities address Nova Scotia's economic needs and labour market gaps	Number of new immigrant landings per calendar year.	2003: 1,474	4,200	2004: 1,771 2005: 1,929 2006: 2,586 2007: 2,523 2008: 2,651 2009: 2,388 2010: 2,395 2011: 2,334 2012: 2,336 2013: 2,528 2014: 2,667 2015: 3,403 2016: 5,483 2017: 4514	Implement the Atlantic Immigration Pilot Program, a new immigration pathway for employers wishing to hire international candidates for high and medium skilled positions. Maximize all provincial and federal pathways to immigration by engaging with business, industry and labour to meet skill shortages. Targeted international and secondary migration attraction and recruitment initiatives.

Breakdown of Landings – NSOI* Principal Applicants and Dependents vs Exclusively Federal Pathways												
Category / Year	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
NSOI total	863	900	866	797	629	778	958	1,201	1,400	1,394	2,590	2,749
NSOI % of landings	*33%*	*36%*	*33%*	*33%*	*26%*	*36%*	*41%*	*48%*	*53%*	*41%*	*47%*	*61%*
All federal	1,723	1,623	1,785	1,591	1,766	1,363	1,376	1,327	1,267	2,009	2,893	1,765
Federal % of landings	*67%*	*64%*	*67%*	*67%*	*74%*	*64%*	*59%*	*52%*	*47%*	*59%*	*53%*	*39%*
GRAND TOTAL	**2,586**	**2,523**	**2,651**	**2,388**	**2,395**	**2,141**	**2,334**	**2,528**	**2,667**	**3,403**	**5,483**	**4,514**

* NSOI includes the Nominee Program and the Atlantic Immigration Pilot

Integration and Retention

Outcome	Measure	Base Year	Annual Target: 2018	Trends - Subsequent year data	Strategic Actions
Nova Scotia's immigration policies and settlement activities support immigrants and their families to successfully settle and integrate in their new community.	Percentage of all tax-filing immigrants arriving in Nova Scotia in a six year-period remaining in the sixth year. This measure was originally created using a baseline of 37% from the 2001 national census. However, the discontinuation of the long-form census in 2011 meant a gap in the availability of census data. This led to the development of the tax-filer method to measure retention, calculated using data available in the Longitudinal Immigration Database (IMDB). The reinstatement of the long form census in 2016 means there is one more method to measure retention retention. Each method has benefits and limitations. The most recent IMDB and Census data are included in this report.	2001 Census: 37% 2008 IMDB: 69%	70% or better retention rate.	IMDB 2015[1] - 71% Census 2016: 79%	Focus on attracting immigrants with job offers or with skills to acquire a job in a reasonable amount of time or match immigrant skills to labour market needs. Fund an integrated approach to settlement services to maximize settlement programming and resources to ensure successful settlement of immigrants, including to the Francophone community. Enhance welcoming communities initiatives.

[1] **There is a two-year time lag in the availability of data from the IMDB, so the latest available data is for the 2015 tax year.**

Policy Development and Advocacy

Outcome	Measure	Base Year	Annual Target: 2018	Trends - Subsequent year data	Strategic Actions
Increase the number of annual provincial nominations and allocation for the Atlantic Immigration Pilot	Number of NSNP certificates issued annually per calendar year. Number of Designations through the Atlantic Immigration Pilot Program per calendar year. Number of Endorsements through the Atlantic Immigration Pilot Program per calendar year.	2003: 23 2017: 277 2017: 201	1,350 NSNP 792 Atlantic Immigration Pilot	2004: 117 2005: 303 2006: 400 2007: 405 2008: 309 2009: 367 2010: 500 2011: 525 2012: 725 2013: 630 2014: 717 2015: 1,355 2016: 1,375 2017: 1,451	Develop a shared understanding of immigration with stakeholders and influencers to advocate for a greater number of nominee certificates for Nova Scotia. Leverage our partnerships with key stakeholders such as Premier's Advisory Council on Immigration in order to achieve our common immigration goals for Nova Scotia.

Departmental Financial Summary

Departmental Expenses Summary
($ thousands)

Programs and Services	2017-18 Estimate	2017-18 Forecast	2018-19 Estimate
	$9,120	$8,854	$9,562
Total - Departmental Expenses	$9,120	$8,854	$9,562
Ordinary Recoveries	---		—
Funded Staff (# of FTEs) Department Funded Staff	35.0	32.6	35.0

Note:
For Ordinary Revenues, see Estimates and Supplementary Detail Book, Chapter 2
For TCA Purchase Requirements, see Estimates and Supplementary Detail Book, Chapter 1